

## Message Text

PAGE 01 STATE 037851  
ORIGIN CU-06

INFO OCT-01 IO-14 USIA-15 AF-10 ARA-14 EA-12 EUR-12  
NEA-10 SIG-02 MMO-04 ISO-00 PA-02 /102 R

DRAFTED BY CU/OPP:WTBLUME:GBM  
APPROVED BY CU/OPP:RLROTH  
IO/UNESCO:FHARTLEY(DRAFT)  
USIA:IOP/P:WMILLER(PHONE)  
-----008776 140530Z /13

R 132301Z PEB 78  
FM SECSTATE WASHDC  
TO ALL DIPLOMATIC AND CONSULAR POSTS

UNCLAS STATE 037851

E.O. 11652: N/A

TAGS: SCUL

SUBJECT: FYI ALERT--COMMUNICATION ISSUES OF IMPORTANCE

1. IN OCTOBER 1978 THE UNESCO GENERAL CONFERENCE WILL TAKE UP THE CONSIDERATION OF A REVISED DRAFT DECLARATION ON MASS MEDIA PRINCIPLES. THE IMPORTANCE OF THIS ISSUE AND ITS RELATIONSHIP TO U.S. INTERESTS IS COVERED IN DETAIL IN THE RECENT "EXCHANGE" MAGAZINE IN THE ARTICLES BY HARLEY, KIRKPATRICK AND AGGARWALA. THIS SPECIAL ISSUE HIGHLIGHTS THE IMPORTANCE OF COMMUNICATION IN THE INTERNATIONAL SCENE.

2. THE "NAIROBI COMMITMENT" MADE TO THE THIRD WORLD BY AMBASSADOR REINHARDT ON BEHALF OF THE UNITED STATES IS CONSIDERED SERIOUS AND IMPORTANT BOTH BY THE U.S. AND THIRD WORLD SPOKESMEN. POST PROGRAMMING IN THE COMMUNICATION AREA IS A CONTINUING PRIORITY WHICH TAKES ON ADDED DIMENSIONS IN LIGHT OF THE EVENTS BUILDING TOWARDS THE UNESCO GENERAL CONFERENCE IN OCTOBER 1978 AND THE WORLD ADMINIS-  
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TRATIVE RADIO CONFERENCE (WARC) IN 1979.

3. THE MURROW CENTER OF THE FLETCHER SCHOOL OF DIPLOMACY AND PUBLIC ADMINISTRATION HAS HELD ONE CONFERENCE WITH THIRD WORLD MEDIA LEADERS AND WESTERN MEDIA LEADERS IN NEW YORK IN 1977. THIS DIALOGUE WILL BE CONTINUED AT A CAIRO CONFERENCE IN APRIL 1978. BOTH CONFERENCES ARE SUPPORTED IN PART BY CU. POSTS ARE URGED TO BE ALERT TO ALL OPPORTUNITIES TO ADDRESS THESE COMMUNICATION INTERESTS.

4. THERE IS SPECIAL INTEREST IN LISTENING TO THE INTERESTS AND NEEDS OF THIRD WORLD MEDIA AND GOVERNMENTS IN COMMUNICATION, AND LEARNING WAYS IN WHICH THESE CAN BE MEANINGFULLY ADDRESSED BY EITHER U.S. OR MULTILATERAL PROGRAMS. NEW PROGRAMS ARE YET TO BE DESIGNED FOR THIS PURPOSE AND CURRENT PROGRAMS SHOULD NOT BE CONSIDERED AS ANY CONSTRAINT ON ASSESSING REAL NEEDS.

5. WHILE A SPECIFIC RESPONSE TO THIS MESSAGE IS NOT REQUIRED, WE WOULD WELCOME POST OBSERVATIONS AND SUGGESTIONS. VANCE

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## Message Attributes

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Sheryl P. Walter  
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